

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

KUTV-TV Salt Lake City-Ogden

Date:

10/8/2012

I, Media Strategies and Research,

being/on behalf of: Jim Matheson, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Congress

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE ATTACHED SCHEDULE			
Date of First Broadcast:			Date of Last Broadcast:		
Tuesday, October 09, 2012			Sunday, October 14, 2012		

Total Charges: \$6,820.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Matheson for Congress

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Allen Sims

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Monday, October 08, 2012

Date



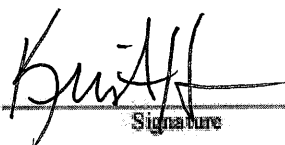
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

KRISTEN HENDERSON POLITICAL ADVERTISING SPECIALIST

Printed Name

Title



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Media Strategies & Research-Denver
1580 Lincoln St
Ste 510
Denver, CO 80203-1507

Contract # 1390530

Schedule Dates

10/09/12-10/13/12

Advertiser

Matheson for Congress (73730)

Agency

Media Strategies & Research-Denver (1374)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

ADD TO 10-9 THRU 10-14 (479180)

Salesperson

Henderson, Kristen (2948)

Sales Office

KUTV/KMYU

Buyer Name

COLLINS,

Phone/Fax

/

CPE

12438

Account Types

Local/Political Candidate Agency BRD

Billing Type

Standard

Comments

Date Entered 10/08/12

Last Modified 10/08/12

Entered By Kristen Henderson

CO-OP No

Headline

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$1,023.00

Net Total \$5,797.00

Sales Tax

Salt Lake City (KUTV)			
By Broadcast Month	Spots	Rate	
Oct. 2012	13	\$6,820.00	
Grand Total:	13	\$6,820.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/09/12-10/12/12	1	:30	5A- News-2 News This Morning 5a	1		1			1			2	\$200.00	\$400.00	Salt Lake City (KUTV)		10/8/12
2.0	Normal Line / News	10/10/12-10/10/12	1	:30	5:28-30A- News-2 News This Morning 530a	1		1						1	\$350.00	\$350.00	Salt Lake City (KUTV)		10/8/12
3.0	Normal Line / News	10/11/12-10/11/12	3	:30	11:59-45A- News-2 News at Noon	1			1					1	\$135.00	\$135.00	Salt Lake City (KUTV)		10/8/12
4.0	Normal Line / SPOT	10/10/12-10/10/12	5	:30	3P- Ricki Lake	1		1						1	\$150.00	\$150.00	Salt Lake City (KUTV)		10/8/12
5.0	Normal Line / News	10/12/12-10/12/12	5	:30	3:58-15P- News-2 News at 4p	1				1				1	\$135.00	\$135.00	Salt Lake City (KUTV)		10/8/12
6.0	Normal Line / News	10/09/12-10/09/12	1	:30	4:30P- News-2 News at 430p	1	1							1	\$500.00	\$500.00	Salt Lake City (KUTV)		10/8/12
7.0	Normal Line / News	10/11/12-10/11/12	1	:30	4:59-20P- News-2 News at 5p	1			1					1	\$900.00	\$900.00	Salt Lake City (KUTV)		10/8/12
8.0	Normal Line / News	10/10/12-10/11/12	1	:30	5:59P- News-2 News at 6p	1		1	1					2	\$1,000.00	\$2,000.00	Salt Lake City (KUTV)		10/8/12
9.0	Normal Line / SPOT	10/09/12-10/09/12	1	:30	6:28P- Entertainment Tonight	1	1							1	\$1,100.00	\$1,100.00	Salt Lake City (KUTV)		10/8/12
10.0	Normal Line / News	10/13/12-10/13/12	5	:30	10P- News-2 News at 10p	1						1		1	\$550.00	\$550.00	Salt Lake City (KUTV)		10/8/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Kristen Henderson

10/9/12

PAYMENT RECEIVED



KUTV
299 S Main St
Site 150
Salt Lake City, UT 84111

Media Strategies & Research-Denver
1580 Lincoln St
Site 510
Denver, CO 80203-1507

Contract # 1390530

Schedule Dates 10/09/12-10/13/12
Advertiser Matheson for Congress (73730)
Agency Media Strategies & Research-Denver (1374)
Product POLITICAL CANDIDATE (ns) (1186)
Brand ADD TO 10-9 THRU 10-14 (479180)
Salesperson Henderson, Kristen (2948)
Sales Office KUTV/KMYU
Buyer Name COLLINS,
Phone/Fax /
CPE 12438
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 10/08/12
Last Modified 10/08/12
Entered By Kristen Henderson
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,023.00
Net Total \$5,797.00
Sales Tax

Salt Lake City (KUTV)
By Broadcast Month
Oct. 2012 13
Grand Total: 13

Rate
\$6,820.00
\$6,820.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / SPOT	10/12/12-10/12/12	1	:30	10:37P- CBS-The David Letterman Show	1					1			1	\$600.00	\$600.00	Salt Lake City (KUTV)		10/8/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



Station Order Revised Add to Schedule Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Tuesday, October 09, 2012 to Sunday, October 14, 2012

12438

Contact: Kristen Henderson
Email: KHenderson@kutv2.com

Phone: 801-839-1234
Fax: 801-839-1101
Direct: 801-839-1119

KUTV-TV

Program Name	DP	Days Length	Gross Rate	Tue Oct 09	Wed Oct 10	Thu Oct 11	Fri Oct 12	Sat Oct 13	Sun Oct 14	Total
KUTV 5a News	EM	M-F	\$200.00	1			1			2
5:00 AM 5:30 AM		30	\$400.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 5:30a News	EM	M-F	\$350.00		1					1
5:30 AM 6:00 AM		30	\$350.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV Noon News	DT	M-F	\$135.00			1				1
12:00 PM 1:00 PM		30	\$135.00							
Sold out at LUR per KUTV. Move to L2 to clear.										
Ricki Lake	EF	M-F	\$150.00		1					1
3:00 PM 4:00 PM		30	\$150.00							
KUTV 4p News	EN	M-F	\$135.00				1			1
4:00 PM 4:30 PM		30	\$135.00							
KUTV 4:30p News	EN	M-F	\$500.00	1						1
4:30 PM 5:00 PM		30	\$500.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 5p News	EN	M-F	\$900.00			1				1
5:00 PM 5:30 PM		30	\$900.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 6p News	EN	M-F	\$1,000.00		1	1				2
6:00 PM 6:30 PM		30	\$2,000.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
Ent Tonight	PA	M-F	\$1,100.00	1						1
6:30 PM 7:00 PM		30	\$1,100.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
Saturday 10p News	LN	Sa	\$550.00					1		1
10:00 PM 10:35 PM		30	\$550.00							
Letterman	LF	M-F	\$600.00				1			1
10:35 PM 11:35 PM		30	\$600.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
Station Gross Totals			\$6,820.00	3	3	3	3	1		13

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 10/8/2012 11:41:48 AM

KUTV-TV

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suzannel@mediastategies.com



Station Order Add to Schedule Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Tuesday, October 09, 2012 to Sunday, October 14, 2012

12438

Contact: Kristen Henderson

Phone: 801-839-1234

Email: KHenderson@kutv2.com

Fax: 801-839-1101

Direct: 801-839-1119

KUTV-TV

Program Name	Days	DP	Length	Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
KUTV 5a News	EM		M-F	\$100.00				1			2
5:00 AM 5:30 AM			30	\$200.00							
Sold out at LUR per KUTV. Move to L2 to clear.											
KUTV 5:30a News	EM		M-F	\$350.00		1					1
5:30 AM 6:00 AM			30	\$350.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
KUTV Noon News	DT		M-F	\$135.00							1
12:00 PM 1:00 PM			30	\$135.00							
Sold out at LUR per KUTV. Move to L2 to clear.											
Ricki Lake	EF		M-F	\$150.00		1					1
3:00 PM 4:00 PM			30	\$150.00							
KUTV 4p News	EN		M-F	\$175.00				1			1
4:00 PM 4:30 PM			30	\$175.00							
Sold out at LUR per KUTV. Move to L2 to clear.											
KUTV 4:30p News	EN		M-F	\$200.00							1
4:30 PM 5:00 PM			30	\$200.00							
Sold out at LUR per KUTV. Move to L2 to clear.											
KUTV 5p News	EN		M-F	\$400.00				1			1
5:00 PM 5:30 PM			30	\$400.00							
Sold out at LUR per KUTV. Move to L2 to clear.											
KUTV 6p News	EN		M-F	\$1,000.00		1	1				2
6:00 PM 6:30 PM			30	\$2,000.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
Ent Tonight	PA		M-F	\$1,000.00							1
6:30 PM 7:00 PM			30	\$1,000.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
Saturday 10p News	LN		Sa	\$550.00					1		1
10:00 PM 10:35 PM			30	\$550.00							
Sunday 10p News	LN		Su	\$900.00						1	1
10:00 PM 10:35 PM			30	\$900.00							
Sold out at LUR per KUTV. Move to L2 to clear.											
Letterman	LF		M-F	\$285.00				1			1
10:35 PM 11:35 PM			30	\$285.00							
Sold out at LUR per KUTV. Move to L2 to clear.											

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 10/8/2012 9:03:35 AM

KUTV-TV

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suzannel@mediastategies.com



Station Order Add to Schedule Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

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12438

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Email: KHenderson@kutv2.com

Phone: 801-839-1234
Fax: 801-839-1101
Direct: 801-839-1119

KUTV-TV

Program Name	DP	Days Length	Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct	Oct	Oct	Oct	Oct	Oct	
				09	10	11	12	13	14	
Station Gross Totals			\$6,345.00	3	3	3	3	1	1	14

Suzanne Collins
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suzannel@mediastrategies.com

Date/Time Sent: 10/8/2012 9:03:36 AM
KUTV-TV
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